

Message

From: Drew Kodjak [drew@theicct.org]
Sent: 1/22/2016 3:38:13 PM
To: Grundler, Christopher [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=d3be58c2cc8545d88cf74f3896d4460f-Grundler, Christopher]; Simon, Karl [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=4d781d1ad595415db3a4e768c2d2b3fc-Simon, Karl]; Blubaugh, Jim [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=1c15073cc92c4613a4d703690e0e327e-Blubaugh, Jim]
CC: Hui He [hui@theicct.org]; Peter Mock [peter@theicct.org]; Vicente Franco [vicente@theicct.org]; Rachel Muncrief [rachel@theicct.org]
Subject: Cumulative recall data by OEM in the US from 1993 - 2010 - Ford and GM top the lists
Attachments: US Recalls by OEM.pptx; ATT00001.htm; Recall analysis and graphs.xlsm; ATT00002.htm

Chris and team,

I've promised Chris some data on historic recalls in the US. Hui and the China team compiled this US EPA and CARB data at the request of VECC in China. It's preliminary at the moment.

The data spans years 1993 to 2010. The most relevant information for our purposes is OEM share of cumulative recalls by number of recalls and by vehicles affected by recalls. The attached slides present this information in two pie charts.

The high level messages are useful to demonstrate the objectivity and non-nationalistic approach of the US.

- In terms of number of vehicles affected by recalls, Ford tops the list at 18%
- In terms of number of recalls, GM tops the list at 13%

A couple caveats:

- For number of vehicles recalled, while Ford tops the list, Honda / Acura and VW follow at 13% and 12% respectively.
- For number of recalls, while GM tops the list, Daimler/ Chrysler and BMW follow at 9% and 8% respectively. And please note that this data is not sales weighted.

Certainly, the data is useful to have in your back pocket Chris, and at a high level, it can be very useful.

Drew